

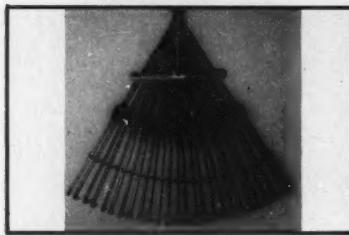
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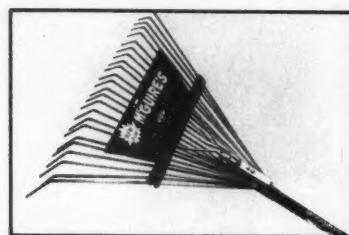
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McGuire's continuous-line design steel rake is produced from high quality steel in popular 18" and 24" sizes. Rakehead is riveted together for easy and permanent assembly. 54" hardwood handle bolts to rakehead with stop-nut to prevent loosening. Coil spring distributes raking pressure evenly. THE GEO. W. McGUIRE CO., INC., P.O. Box 19, Whitestone, New York 11357.

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1985 Index of Articles

JANUARY

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Packaging winners.

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ABCs of mulches.

Relandscaping: new opportunity for retailers, landscapers. Cost of new housing turns home shoppers away from the new units and into DIYers or customers for landscapers to beautify grounds of older residences. By Tim Kelly.

Planning '85 Expo. Exhibit space expanded: seminars focus on profits.

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Manufacturers' shipments up 12.8 percent. (See Power Equipment Report)

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Geographic breakdown of America's gardeners.

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Daily seminars educate gardeners.

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Product Movement Report, fall 1984.

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ABCs of birdfeeders.

New hype for summer gardening?

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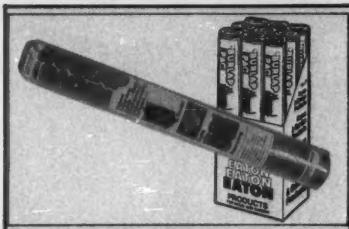
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Money Back
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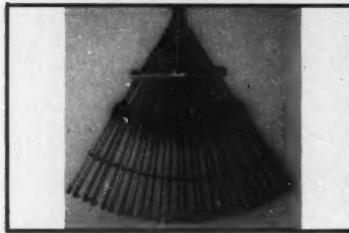
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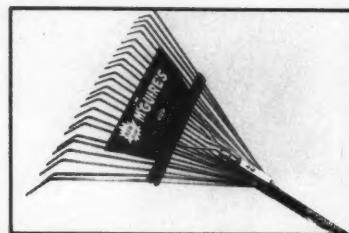
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New study analyzes trim-a-tree space, dollars.

ABCs of watering equipment.

Winter sales report. Data on sales and outlook, based on an LGM survey, covers trim-a-tree, snow-removal equipment, logsplitters, birdseed and feeders, and more.

Financing inventory: what's your strategy? By Steve Trusty.

NMC nears \$400,000 mark.

Gavin to keynote NHS.

Garden-Way acquires W-W Grinder. (See Power Equipment Report)

JULY

Competition quickens at Expo '85. In its second year, the Louisville event shows phenomenal growth.

ABCs of barbecue.

Focus on opportunity. Six major shows offer business opportunities for lawn and garden marketers.

Selling landscape decor. Retailers with strong lawn and garden departments can use landscape decor products to stretch season, maintain good profit margins. By Steve Trusty.

Engines powered for tougher jobs. Louisville exhibits will feature more heavy-duty air-cooled engines for retailers serving commercial customers. Here's a roundup of trends. By Scott Nesbitt.

Three major European shows lure lawn and garden exhibitors, buyers to England and Germany.

Products at the Expo.

Companies exhibiting at Expo '85.

OPEI establishes survey as annual service. (See Power Equipment Report)

AUGUST

Seeking price-sensitive products for image and profit. When retailers can offer a quality brand name at a significant reduction, they create an image of a quality retailer with low or reasonable prices. By Susan L. Anderson.

ABCs of portable blowers/vacs.

OPE shipments to pass 5-year record. Shipments of walk-behind mowers for the first time in five years are projected to surpass the 5 million unit mark. All other outdoor power equipment lines, except tillers, move up, too.

OPE future linked to deficits, innovations.

Distribution changing: topic for NHS keynoter. The National Hardware Show features talks and seminars to attract lawn and garden buyers. There are 750 lawn and garden exhibitors, most of them featuring non-power product lines.

Products at the NHS.

Yellow Pages and co-op can boost sales. By Edward G. Blackman. (See Advertising)

Major changes in pesticide distribution. By Steve Trusty.

Product Movement Report, spring 1985.

Bergen elected president of OPEI. (See Power Equipment Report)

Increased demand for patio products reflected in GLEE exhibits.

NRHA to offer videotape training course this fall.

SEPTEMBER

Planning '86 merchandising strategies.

ABCs of batteries.

Designing garden centers for diverse product lines. By Steve Trusty.

Louisville Expo scores again. By Glenn Hensley.

How one OPE dealer viewed the show.

Berk awarded Golden Medallion. (See Power Equipment Report)

OCTOBER

New products debut for '86 season. What's new in watering products, patio and outdoor decor, garden tools, indoor plant accessories, packaged products, portable power equipment and power equipment is spotlighted.

1985 NHS "best ever for Chicago." Hardware show consolidates variety of lawn, garden and patio products to fill space left by power equipment exhibitors' move to Louisville.

ANSI approves chainsaw standards. (See Power Equipment Report)

Impact of bulb sales aids tested.

DuBrow's wins garden center, landscaping awards.

Six in lawn and garden capture packaging awards.

NOVEMBER/DECEMBER

1985 Market Update: lawn and garden trendline and outlook. New profile gives valuable data on types of consumers; gardening activities are measured in annual survey of National Gardening Assn. and Gallup.

How housing buoys OPE sales.

Fertilizer usage estimated for 1984.

BIA reports grill sales up.

Portable power purchasers.

Wholesalers report chemical sales up.

Snowblowers up and down.

Tiller shipments continue decline.

Foliage volume increases.

New survey profiles community gardening.

Selling imports. New data from an LGM survey show retailer inventories of imported tools and power equipment.

Annual convention hosts NLGDA elections, awards. Ray Haynes named president and Bob Wise given 1985 Award of Excellence.

Product Movement Report, summer 1985.

Sales outlook optimistic. Respondents to an LGM survey indicate they are optimistic in their mid-term outlook.

ABCs of Saw Chain.

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